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- Professional Background:**
- **Fundraising: Individuals, Foundations, Corporations, Government Agencies**
  - **Marketing/Public Relations**
  - **Management**
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**NONPROFIT STRATEGIC CONSULTING, LLC:** January 2018 - present  
Detroit, MI and Washington, DC  
Website: <http://www.nonprofit-strategic-consulting.com/>

▶ **President**

**Consulting with nonprofit organizations on:**

- Fundraising Strategy
  - Program Assessment
  - Project Development and Evaluation
  - Marketing & Public Relations
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**LEVIN CENTER AT WAYNE LAW:** March 2018 - present  
471 W. Palmer Street  
Detroit, MI 48202

▶ **Director of Philanthropy**

The Levin Center  
Wayne State University Law School  
Office: 313-577-6530  
Email: [lgeller@wayne.edu](mailto:lgeller@wayne.edu)  
Website: <https://law.wayne.edu/levin-center>

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**HOSPICE OF MICHIGAN:** 2007 - 2015  
400 Mack Avenue  
Detroit, MI 48201

- ▶ **Corporate Director of Government and Foundation Relations (2010 - 2015)**
- ▶ **Director of Corporate and Foundation Relations (2009 - 2010)**
- ▶ **Grants and Foundation Relations Manager (2007 - 2009)**

- Directed Hospice of Michigan's funding requests to national, state, and regional foundations, corporations, and government agencies -- securing \$7.7 million.
  - Managed the annual grants division budget as part of Hospice of Michigan's \$70 million annual operating revenue.
  - Supervised staff, consultants, and interns.
  - Created and supervised the strategic fundraising plans for the Hospice of Michigan Institute's Maggie Allesee Center for Innovation (educational programs, research, community outreach, and applied technologies).
  - Developed and maintained positive working relationships with Foundation Presidents and Program Officers, U.S. Senators, Representatives, Legislative Directors, and Corporate leaders to promote funding initiatives.
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**WAYNE STATE UNIVERSITY:** 2005 - 2007**School of Business**

Prentis Building, 5201 Cass Avenue  
Wayne State University  
Detroit, MI 48202

**► Director of Marketing and Communications (2005 - 2007)**

- Supervised the planning, development, and implementation of marketing and public relations campaigns for the School of Business.
- Managed the marketing budget, which included approval of fiscal expenditures, development of plans and cost projections, and monitoring of monthly expenditures.
- Supervised both the Marketing and Dean's Office staff.
- Worked with J. Walter Thompson (JWT) advertising personnel in the design and implementation of a new marketing and brand management campaign.
- Served as the public relations contact for the School of Business with the external community, mass media, and at university and business events. Provided oversight of the School's website as the content management system administrator.
- Met with external clients and the Board of Visitors assisting the Dean in the School's community activities, fundraising efforts, and capital campaign initiatives.

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**UNIVERSITY OF MISSISSIPPI:** 1981 - 2005

Division of Continuing Education and Outreach  
E.F. Yerby Conference Center  
Oxford, MS 38677

- **Director, Office of Professional Development and Non-Credit Education (2001-2005)**
- **Associate Director, Division of Continuing Education and Outreach (1991-2001)**
- **Assistant Director, Division of Continuing Education and Outreach (1988-1991), and**
- **Director, Office of Distance Learning (1988-1996)**
- **Coordinator of Program Planning and Evaluation, Div. of Cont. Ed and Outreach (1981-1988)**

- Secured and administered federal and state grants in excess of \$7.5 million from the U.S. Departments of Justice, Defense, Labor, Education, Agriculture, and the National Aeronautics and Space Administration (NASA).
  - Managed the budget, which included approval of fiscal expenditures, development of plans and cost projections, and monitoring of monthly expenditures.
  - As the number two administrator, responsible for overseeing the division at four statewide University campuses.
  - Supervised 10 administrative and support staff.
  - Secured funding for sophisticated delivery systems (satellite, compressed digital) for state and national venues.
  - Performed all financial and personnel management, prepared reports and forecasts, and oversaw training and professional development programs.
  - Worked directly with University Vice Chancellors, developed organizational plans, policies, and programs, served on University-wide task forces, and acted as liaison internally with schools, colleges, and departments.
  - Planned, administered, budgeted and evaluated programs designed for the state, region, and nation.
  - Directed professional development programs for business and industry, conferences, non-credit courses, CEU seminars, and projects funded by the federal government.
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**EDUCATIONAL TESTING SERVICE:** 1972 - 1979

660 Rosedale Road  
Princeton, NJ 08541

ETS is the largest nonprofit organization devoted to testing and research in the field of education. The organization develops and administers admission, placement, and occupational/professional licensing and certification tests. ETS conducts basic research on human learning, behavior, and measurement techniques in these areas.

- ▶ **Managing Editor, Information Services/Public Relations Division (1977 - 1979)**
- ▶ **Series of promotions in the Information Services/Public Relations Division (1973 - 1977)**
- ▶ **Senior Research Assistant, Educational Technology, Research Division (1972 - 1973)**

- Managed intra-organizational policy coordination between corporate headquarters in Princeton and the eight regional offices in the U.S. and Puerto Rico.
- Responsible for all public relations and organizational statements made to print media and external constituents.
- Developed special projects for ETS President William W. Turnbull.
- Prepared policy papers and special reports.
- Prepared, produced, and managed distribution of public relations publications (e.g.): *ETS Developments* (1977-1979), *Findings* (research studies; 1976-1979), *Computer-Assisted Test Construction Digest* (1976-1979).

**IBM CORPORATION:** 1971 - 1972

Federal Systems Division  
Morris Plains, NJ

▶ **Technical Writer (1971 - 1972)**

- Developed Anti-Ballistic Missile (ABM) System Software Documentation for the U.S. Department of Defense at IBM Corporation and Bell Laboratories.

**EDUCATION:**

University of Michigan, School of Business, Ann Arbor, MI  
Graduate courses in Strategic Market Planning and Marketing Research

M.A. The University of Mississippi, Oxford, MS -- 1-1/2 years; Research Grant Awarded (Market Analysis)  
Journalism/Public Relations

B.A. Drew University, Madison, NJ -- 3 years; Academic Scholarships; Dean's List each year  
Major: English Literature; Minor: Philosophy

Boston University, Boston, MA -- 1 year; Dean's List  
Major: Liberal Arts

**PERSONAL:**

*Spouse:* Dr. Daniel S. Geller, Professor and Chair, Department of Political Science, Wayne State University

*Interests:* Classical Music, Opera, Modern Dance, Ballet (studied at the Princeton Ballet Society); Fine Arts (Painting, Sculpture, Architecture); Theatre (performed in Professional and University productions); Cinema

**REFERENCES:** References provided upon request.